

Partnerships Annual Report 2025

Team

The Partnerships team consists of Raffaella Cuccia, Vice-Chair, from City St George's, University of London; Jennifer Barton, Partnerships Manager (Membership Engagement), from Durham University; and Hilary Beck, Partnerships Manager (Commercial), from Anglia Ruskin University. We are in the process of appointing the Partnerships Manager (Non-Commercial lead) as Lucy Nottingham has become the Anglia Group Chair. We also work closely with the Group Vice-Chairs Partnerships and meet them quarterly.

Partners

· **Non-Commercial**

o **Strategic Partners**

UCAS - The two UCAS working groups have now merged and we will have quarterly meetings attended by all Group Vice-Chairs Partnerships and the Partnerships Manager (Member Engagement). This will cover events, product development and strategy. The meetings are chaired by UCAS and relevant updates will be shared with groups. The new Memorandum of Understanding (MOU) with UCAS is almost finalised.

FindAUniversity - Our relationship with FindAUniversity continues to be strong. They have sent a representative to attend our conferences throughout the year, and we have taken up a free place at their conference this year in September. They continue to provide quarterly updates in our Bulletin, and, once again, they have sponsored our Postgraduate Award at HELOA National Conference 2026.

Student Loans Company (SLC) - HELOA continues to work closely with SLC to share vital updates and insights from and with SLC, they are currently renewing their MOU to continue to support our work. They are working with Save the Student to present at HELOA National Conference 2026.

The Student Room - They provide monthly student insights to HELOA Bulletins and have supported numerous HELOA events such as the September Professional

Development Conference (PDC) on student ambassadors and National Conference 2026 with a workshop and exhibition stand.

- o **Supporters**

We are maintaining partnerships with the following non-commercial partners: UniTasterDays, Zero Gravity, Save the Student, The Brilliant Club and IDP Connect. Supporters are delivering sessions and supporting the Business Expo at National Conference. UniTasterDays and Save the Student have provided material for the Bulletin.

- o **Commercial**

Commercial partners of the 2026 National Conference include previous sponsors: Datafiltr, Gecko, Pathways, Prospectus+, RAD Brothers, UK University Search, Unifrog, Unibuddy, Blackbullion, Student CRM; and new sponsors: Logistica, Outreach Log, Prospects.

These partners not only provide financial support but also insight and services that can benefit our members. This year we introduced 'sponsor a delegate' to support members during this challenging time.

The Partnerships Team continues to engage with potential partners for future activity and further sponsorship opportunities.

Raffaella Cuccia

Vice-Chair (Partnerships)

November 2025